MOI

CUT THE BS IN
ABM

8 KEY TAKEAWAYS ON SCALABLE ABM

Account-based marketing. Everyone is talking about it, but how do you get it right? Gemma Davies (Director of Global ABM Strategy, ServiceNow) joined Matthew Stevens (Global MD, MOI) and Caroline Lotinga (Client Strategy Director, MOI) to discuss just that. Here are the highlights.

8 KEY TAKEAWAYS

01.
ONE-TO-ONE

Account-based marketing has been around forever in one form or another. But we now have the tools to really inform our decision-making. First, you identify what's happening in the market. Then you see how your target accounts are trying to respond. Use these insights to align your proposition.

> "In the one-to-one space, attitude is really important. It takes someone who can be agile, curious and who really wants to embrace it. It plays into the role of being a consultant."

GEMMA DAVIES - DIRECTOR OF GLOBAL ABM STRATEGY, SERVICENOW

02.
ONE-TO-MANY

Is scalable ABM really ABM? Let's just call it what it is: data-driven marketing. Think carefully whether you need true one-to-one ABM – don't overwhelm yourself by trying to realign the organisation to something you're not doing.

> "Look at it as a typical demand generation programme. The difference is that you use tools to identify clusters of accounts that are interested in a specific topic."

MATTHEW STEVENS - GLOBAL MANAGING DIRECTOR, MOI

03.
ONE-TO-FEW

This sits somewhere in the middle. One-to-few is basically taking a one-to-one ABM campaign and scaling it by repurposing its content for 'look-a-like' accounts. It's great for building economies of scale.

> "If you're running a great programme, and you can de-personalise content, why not feed it into other teams?"

GEMMA DAVIES - DIRECTOR OF GLOBAL ABM STRATEGY, SERVICENOW

04.
IS ABM A DIRTY WORD?

?A*#BM&!

Whether we're talking one-to-one or one-to-many, people have all sorts of names for ABM. But they're all legitimate strategies. Just choose one based on what you're trying to achieve. Should you go full-on ABM? Or is a more generic approach in order? Your decision should be driven by the value of the account.

> Some organisations refer to scalable ABM as what would traditionally be known as mass marketing. I think ABM is a bit of a dirty word right now, for that reason."

MATTHEW STEVENS - GLOBAL MANAGING DIRECTOR, MOI

05.
STRATEGY 1ST TECHNOLOGY 2ND

Don't even think about the tools and technologies you'll use until you have a clear roadmap of your objectives. Align your ABM programme to your business and sales strategies. This will help you sell it to other stakeholders too.

> "People get it so wrong, they've got technology and they think I've got to use this somewhere. But it's not fit for purpose or they are not utilising it in the right way. They don't even have the strategy right yet."

CAROLINE LOTINGA - CLIENT STRATEGY DIRECTOR, MOI
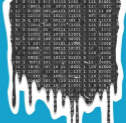
06.
SORT OUT YOUR KPI CONFUSION

We can't measure ourselves in the way we used to. We're now measuring things like opportunities, but how do you put KPIs against that and demonstrate value back into the business? That's the challenge.

> "It's really important to measure things like reputation, so that you can show the impact you've had in the account, even if you don't win the deal at that point".

GEMMA DAVIES - DIRECTOR OF GLOBAL ABM STRATEGY, SERVICENOW

07.
DATA IS THE LIFEBLOOD OF ABM

Data – no good marketer can live without it. It's empowering modern marketers to be much more targeted. ABM may have been around forever, but the tools we have today let us analyse ever larger volumes of data to inform what we do and the accounts we target.
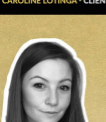
> "People may be a bit scared of all this talk about 'predictive' and technology. But it's just about getting the core basics right first."

CAROLINE LOTINGA - CLIENT STRATEGY DIRECTOR, MOI

08.
DON'T PUT IT IN A SILO

ABM is different for every business and works best when it's part of your wider demand generation activities. Work with relevant stakeholders within your organisation and learn from others who are doing ABM. Success won't happen overnight, even with great technology, but results will come.

> "Don't be afraid to test different technologies. There are so many great things on the market right now, and it's a great opportunity to really engage these experienced vendors."

GEMMA DAVIES - DIRECTOR OF GLOBAL ABM STRATEGY, SERVICENOW